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ABSTRACT

Relationship of Motivation and Marathon Runners Satisfaction Among Ampang Run Club

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I. INTRODUCTION

This study explores the relationship between motivation and satisfaction among marathon runners in the Ampang Run Club. By identifying motivational factors and evaluating satisfaction levels, the research aims to reveal how psychological drivers influence overall runner contentment. Understanding these connections can help inform club strategies to enhance member experiences and retention.

II. METHODS

Data were collected using an online Google Form distributed to 260 Ampang Run Club members through a quantitative, non-experimental survey approach. Participants were selected using voluntary response sampling. Descriptive statistics were applied to identify key motivational factors and satisfaction levels, while Pearson correlation analysis was used to examine the relationship between motivation and satisfaction.

III. RESULTS AND DISCUSSION

A. Motivation

Physical health was the strongest motivational factor ($M = 5.22$), followed by psychological motives and achievement. Social motives ranked lowest. The data indicate both intrinsic and extrinsic motivations influenced participation. Notably, motivational patterns varied across age and gender, revealing more diverse motivational drivers among younger and female runners.

TABLE I
MOTIVATION

	Mean	SD	Rank
Physical Health	5.22	1.55	1
Psychological Motives	5.00	1.58	2
Achievement	4.93	1.59	3
Social Motives	4.77	1.64	4

B. Athlete Satisfaction

The overall satisfaction level was high ($M = 5.03$). Runners expressed the greatest satisfaction with the coach's play choices during competitions. Despite differences in

motivation, no significant variations in satisfaction were observed across demographic groups, suggesting consistent positive experiences among members regardless of background.

TABLE II
ATHLETE SATISFACTION

Variables	Mean	SD
Athlete Satisfaction	5.03	1.51

C. Motivation and Athlete Satisfaction

There was a strong, statistically significant correlation between motivation and satisfaction ($r = 0.94$, $p < 0.005$). This suggests motivation is a key determinant of satisfaction, energizing behavior and generating positive emotional outcomes that enhance overall running experiences and commitment.

TABLE III
RELATIONSHIP MOTIVATION AND ATHLETE SATISFACTION

Athlete Satisfaction	Motivation	
	Pearson's R	0.94
P- value	< 0.05	
N	260	

IV. CONCLUSIONS

Motivation significantly influences satisfaction among Ampang Run Club runners, with physical health and psychological motives being primary drivers. High satisfaction levels suggest effective engagement strategies. The strong correlation between motivation and satisfaction highlights the need for tailored programs that enhance intrinsic and extrinsic motivations to sustain long-term participation.

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